ECS Satellite Event On Science Communication

UPDATE: The workshop is full, both online and onsite versions. Given the high number of requests, we will try to organise a new workshop in the coming months.

Date of the workshop: 23 February 2023

The 2023 Annual Conference of the Marie Curie Alumni Association (MCAA) will be held in Cordoba (Spain) on 24-25 February 2023.

The day before the Conference - 23 February 2023 - a Science Communication Training Workshop will be held as a satellite event, organised by the European Citizen Science (ECS) project in collaboration with the MCAA Communication Working Group.

The overall objective of the European Citizen Science (ECS) project is to enlarge, empower and strengthen the European Citizen Science community through training, capacity building and awareness raising activities which encompass the whole range of needs and challenges. As a member of the project consortium, the MCAA is taking part in several work packages and tasks. More specifically, through the ECS project, the MCAA will support the co-creation of the European Citizen Science Academy by designing training for educators, trainers, and researchers.

As part of the ECS project, the MCAA is organising **the training workshop "Science Communication: How to create a successful research blog."**

Blogging is a powerful and effective way to communicate research to a wider audience and engage citizen into the science endeavour. Within the general framework of citizen science, in this workshop participants will learn the ins and outs of what it takes to explain their research in a popular sc`og that can be understood by anyone.

During the training workshop, participants will:

- have an overview of citizen science and the ECS project

- learn how science communication can positively impact society as well as a researcher's career

- write a short popular science blog that can be published after the workshop

- learn to adjust the text to the communication goals and audience

- learn how to reduce the scientific complexity and make scientific insights accessible and interesting

The training will be guided by Science Matters, a leading European science communication agency led by scientists, with extensive experience in supporting universities, companies, media, and museums.

The training workshop is open to both MCAA members and non-MCAA members.

In order to make it as interactive as possible and provide personalised feedback, **the workshop is limited to only 30 participants**.

Selection of participants will be done on a rolling basis, until all 30 seats are filled.

Thanks to the support of the ECS project, participants will be able to attend the workshop paying a fee of **150 Euro**, which corresponds to a 50% discount on the full price.

Payment of the registration must be done by bank transfer. Once selected, participants will receive a confirmation email with instructions about payment.

Participants will also have the possibility to attend the MCAA Annual conference with a 10% discount on the conference fee. After payment of the training workshop fee, participants will receive a code which will allow them to register for the 2023 MCAA Annual Conference with a 10% discount on the registration fee.

Once their applications have been accepted, participants will receive a notification by email and will have up to 7 (seven) days to complete payment.

Agenda: General overview

08:45 - 11:00 h	**Introduction to citizen science, scientific communication and understanding your audience**
11:00 - 11:30 h	Coffee break
11:30 - 13:30 h	**How to design an attractive title** **How to write a blog post**

16:30 - 17:00 h	Coffee break
17:00 - 18:00 h	**How to reduce the complexity** **Concluding remarks & tips on where to publish your blog**

Acknowledgment

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MCAA greatly acknowledge the support of ECS Project for this satellite event. All European Citizen Science (ECS) Consortium members are also committed to publish accurate and up to date information and take the greatest care to do so. However, the consortium members cannot accept liability for any direct, indirect, special, consequential or other losses or damages of any kind arising out of the use of this information.

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